

Page 2, line 26, after "attach to the display item." insert the following section:

— **The Prior Art** While no prior art device is specifically designed to hold flat plane display items in a vertical orientation on a ground engaging base, various prior art devices are pertinent to the disclosure of the present invention

2 / US Patent 2,713,471 (Hirsch) discloses a device designed to hold a "French" telephone to a vertical standard attached to a floor stand. While well suited to its intended application, this prior art device would not be suitable to hold flat plane display items in a vertical position due to many fundamental differences in design from the present invention. Hirsch teaches a rectangular panel and slidably mounted duplicate jaws with overhanging grips. This prior art device lacks a ground engaging flat base, instead being designed for mounting on a vertical standard. This prior art device is not capable of holding a flat display item in a stable vertical position, nor is it capable of keeping the display item from tipping, because its jaws lack an L-shape, lack a flat planar surface to communicate with and hold a tall, flat display item, and lack sufficient height to stabilize a tall item, but rather have spring-loaded overhanging grips, which are designed to clamp an item down to the panel surface. Because the prior art device was designed to hold a specific item (telephone) by the perimeter of its base, its jaws are not adjustable to a fully closed position, which precludes this device from being used to hold thinner flat items of varying thickness in a vertical position. Because the jaws are spring loaded, and because they provide only a minimal point of contact at the thin edge of the overhang, this prior art device would tend to damage a flat plane display item being held. Because the jaws are not slotted, but rather held in position with screws which enter the slotted panel from below, they could not be secured in place nor adjusted without the use of tools, nor without accessing the panel from beneath, thus precluding the device from being used as an easily adjustable ground engaging stand. The prior art device does not use fixed guide pins for slidably connecting the jaws to the panel, but rather a key in each jaw that mates with a keyway or slot in the panel. A total of three slots in the base are required for each jaw, making the prior art device relatively complex and expensive to manufacture.

US Patent 5,169,114 (O'Neill) discloses an adjustable mounting and security device designed to hold appliances, such as a television, to a hotel end table or support arm. While well suited to its intended application, this prior art device would not be suitable to hold flat plane display items in a vertical position due to many fundamental differences in design from the present invention. O'Neill discloses a flat base made of metal, but the prior art device lacks a base of sufficient stability to prevent the held item from tipping over and does not have a ground engaging flat base, but rather a base designed to be fastened to the supporting surface with screws. Because the prior art device is a security device for televisions and appliances, it is therefore designed to prevent the held item from being removed and replaced easily, and requires a special tools to install or remove the item, making it impractical to be used for holding display items.

L-brackets are inserted into the base from the side, but are screw-clamped to the held item with pressure sufficient to damage display items or signs. Because this prior art device was designed to hold a specific item (appliance) by the perimeter of its base, its jaws do not close fully toward the center, preventing thinner flat items from being held. Due to its relatively short vertical supports, this device would be unable to hold a flat display item in a vertical position with any stability, nor could the stand and the display item be easily moved.

US Patent 5,822,918 (Helfman) discloses a planter with a bracket designed to hold it to the top of a wall partition or divider. While well suited to its intended application, this prior art device would not be suitable to hold flat plane display items in a vertical position due to many fundamental differences in design from the present invention. Helfman discloses a bracket with a loose carriage bolt to be mated with a winged nut to hold its slideable clamp in position.

Because this bolt is not permanently attached, adjustment is relatively cumbersome and awkward, forcing the user to hold all three major components in place until the winged nut is tightened. The use of a winged nut makes the unit difficult to adjust by hand, as compared to using a tri-spoked or knurled knob, and tools may be required to loosen the nut if it is overtightened. This prior art device uses the loose bolt as a fastener rather than a guide pin, using a metal skirt (Fig 1, 54) to guide the slideable members in a path aligning with the long dimension of the base. This prior art device cannot be used to hold flat plane display items of varying thickness in a stable vertical orientation without tipping, because the upright supports

are fixed to hold an item of a predetermined size (a flower planter); and it lacks a ground engaging flat base, because the slidable members comprise a clamp used to hold the device to a fence or wall, thus precluding its use on a flat surface and precluding the stand from being easily moved.

US Patent 5,149,032 (Jones et al.) discloses a four-jawed device designed to hold round items such as cups or mugs. It lacks a ground engaging flat base, lacks flat planar surfaces on its vertical supports to communicate with and hold a flat display item, and cannot hold flat display items in a vertical position without tipping.

US Patent 807,613 (Graves) discloses a jar clamping device designed for round items as opposed to flat display items, which lacks a ground engaging flat base. While well suited to its intended application, this prior art device would not be suitable to hold flat plane display items in a vertical position due to many fundamental differences in design from the present invention. The jaws of the prior art device are short, curved, lack a flat planar surface to communicate with and hold a flat display item, lack sufficient height to hold a tall flat display item in a stabilized vertical position without tipping, hold the item in place with a screw clamp which could damage the display item, and do not adjust to a fully closed position. The prior art device could not be adjusted in place on a floor surface because the wing portion of the winged adjusting nut protrudes below the base of the device.

US Patent 2,453,207 (Dunn) discloses a clamping device designed for rectangular items as opposed to flat display items. While well suited to its intended application, this prior art device would not be suitable to hold flat plane display items in a vertical position due to many fundamental differences in design from the present invention. The prior art device lacks a ground engaging flat base, its jaws lack flat planar surfaces to communicate with and hold a flat display item, it has short jaws with curved springs which lack the height required to hold a tall flat item in a stabilized vertical position without tipping, and its jaws do not adjust to a fully closed position allowing it to hold thinner flat items.

US Patent 2,812,918 (Longino) discloses not a stand, but rather a device used for clamping items to an existing stand, and hanging them from above. While well suited to its intended application, this prior art device would not be suitable to hold flat plane display items in a vertical position due to many fundamental differences in design from the present invention. It lacks a flat, ground engaging base, and lacks vertical supports with planar surfaces to engage with and hold a flat display item in a stable vertical position without tipping.

US Patent 4,323,226 (Close) discloses not a stand, but rather a device used to clamp a work piece in place. It is not infinitely adjustable to hold flat display items of varying thickness, and has jaws with ridges that would damage a display item. It lacks a ground engaging flat base, and lacks vertical supports with planar surfaces to engage with and hold a flat display item in a stable vertical position without tipping.

US Patents 1,598,467 (Weeks) and 1,396,910 (Annable), disclose bookends, and neither device has a ground engaging flat base to provide the stability required to hold a flat display item in a vertical position. Both prior art devices lack a means of fastening the vertical supports in a fixed position to prevent tall display items from tipping.

US Patents Des. 225,500 (Lewis), and 1,682,060 (Banks) disclose bookends with a base and slidable upright supports, but neither device has a base of sufficient dimension or weight to prevent tipping, neither device has a means for holding the vertical supports in a fixed position, and the Banks device does not allow the jaws to be fully closed.

US Patent 4,637,632 (Rubash et al.) also discloses a bookend, which lacks infinite adjustability to hold flat display items of varying thickness, lacks a ground engaging base, lacks a base of sufficient dimension to prevent tall display items from tipping, and does not allow the jaws to be fully closed to hold thinner display items.

US Patent 5,685,518 (Fox et al.) discloses a tree stand system. The vertical uprights on this prior art device lack flat plane surfaces to communicate with the surface of a flat display item, instead

having spring-loaded curved or angular jaws which would damage a flat display item. This prior art device teaches a ground engaging base, but not a ground engaging flat base (Figs. 1, items 2A, 2B, 2C, 2D) because it is designed to be mounted over 2 inch-by 6-inch lumber, and therefore would create a trip hazard even if it were possible to use for the applications served by the present invention.

US Patent 4,515,195 (Gladstein) discloses a stand for splitting logs. The vertical uprights on this prior art device lack flat plane surfaces to communicate with the surface of a flat display item, instead having spring-loaded curved or angular jaws which would damage a flat display item. This stand requires the user to stand on one end of the base for stability.--

Objects and Advantages

Page 3, line 1, after support stand, change "that can be" to --with a ground engaging flat base.--

Page 3, line 1, after "of sufficient" insert --dimension, weight,--

Page 3, line 2, after "to foot traffic," insert -- (b) to provide a support stand with vertical upright supports of sufficient height and with flat planar surfaces, which will communicate with and hold a flat display item in a stable, vertical position without tipping.--

Page 3, lines 4 - 21, re-letter all sections following the paragraph inserted (above):

change "(b)" to --(c)--;

change "(c)" to --(d)--;

change "(d)" to --(e)--;

change "(e)" to --(f)--;

change "(f)" to --(g)--; change "(g)" to --(h)--.

Page 3, line 10 after "support stand that is" insert --easily and infinitely--

Page 3, line 13, change "without" to --which does not require--

Page 3, line 14, after "use of tools" insert --to adjust, install or remove display items, and which does not require the removal of the display item or inversion of the stand to be adjusted for thickness;--

Drawing Figures

Page 4, line 5, after "stand with a" insert --ground engaging--

Page 4, line 6, after "support members" insert --with flat planar surfaces.--

Page 4, line 8, after "stand with a " insert --ground engaging--

Page 4, line 8, after "support members" add "with flat planar surfaces."

Page 4, line 10, after "square-shaped" insert --ground engaging flat--

Page 4, line 12, delete "Fig 4 shows ... curved adjustable support members"

Page 4, line 14, change "Fig 5" to --Fig 4--,

Page 4, line 16, change "Fig 6" to --Fig 5--.

Page 4, line 16, after "stand with one" insert --flat--

Page 4, line 22, after "10" insert --ground engaging flat--

Page 4, line 23, after "14" insert --fixed--

Page 4, line 24, after "18" insert --tri-spoked--,

Page 4, line 24, after "support member" insert --with flat planar surface.--

Page 4, line 25, after "adjustable" insert --L-shaped--

Page 4, line 25, after "member" insert --with flat planar surface.--

Summary

Page 5, line 2, after "comprises a" insert --ground engaging--

Page 5, line 2, after "base plate" insert --which communicates with a floor or ground surface, having sufficient length and weight to prevent the held item from tipping over,--

Page 5, line 3, after "reinforced" insert --L-shaped--

Page 5, line 3, after "vertical support members" insert --each with a flat planar surface to communicate with the surface of the flat display item being held without damaging the display item, as well as with the ground engaging flat base plate, such support members being of sufficient height to prevent a tall display item from tipping over--

Page 5, line 4, after "item being held" insert --such that the adjustment is infinitely variable from a completely closed position to the maximum dimension--

Page 5, line 5, after "support members in position" insert --which can be effected without the use of tools, without inverting the stand, and without removing the display item from the stand.--

Description -- Figs 1 to 6

Page 5, line 8, change "6" to --5--

Page 5, line 11, after "stand has a" insert --ground engaging--

Page 5, line 11, after "elongated" insert --square or--

Page 5, line 12, change "a rigid material with" to --metal, coated with a rust-resistant plating material to provide--

Page 5, line 13, after "dimensional stability" insert --to communicate with a floor or ground surface and prevent tipping of the held item.--

Page 5, line 14, change "of the same width as the narrow dimension of base plate 10 is welded" to --with a flat planar surface is permanently attached--

Page 5, line 16, after "45-degree" insert --or other sufficient--

Page 5, line 18, change "punched into" to --in--

Page 5, line 18, after "that L-shape" insert --the base portion of the support having a flat planar surface to communicate with base plate 10, and the upper portion of the support having a flat planar surface to communicate with the flat surface of the item being held. Fixed support 20 and adjustable support 24 are made of metal, coated with a rust-resistant plating material.--

Page 5, line 20, after "guide pin 12 and a" insert --fixed--

Page 5, line 21, after "guide pin 12 and" insert --fixed--

Page 5, line 24, after "from fixed support 20" insert --,and is infinitely adjustable from a completely closed position to maximum width--

Page 5, line 24, change "welded" to --permanently attached.--

Page 5, line 25, change ". An" to --, and is also permanently attached to base plate 10. A tri-spoked or fluted--